

**Amendment to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**Claims:**

**Claims 1 -19 (cancelled)**

**Claim 20 (new):** A method of promotional data delivery, the method comprising the steps of:

- (a) interfacing between a host computer and one or more promoters comprising the steps of:
  - (1) defining, by the one or more promoters, one or more promotional materials; and
  - (2) inputting one or more target consumer profiles corresponding to the one or more promotional materials by the one or more promoters into a database of the host;
- (b) interfacing between the host computer and one or more subscribing consumers wherein the step of interfacing between the host computer comprises the steps of:
  - (1) presenting one or more profiling queries, by the host computer, to the one or more subscribing consumers;
  - (2) transmitting, by the one or more subscribing consumers to the host computer, responses to the one or more profiling queries; and
  - (3) displaying, by the host computer, promotional product information; and
  - (4) requesting, by the subscribing consumers, specific promotional materials;
  - (5) storing, by the host computer in the database, one or more subscribing consumer profiling queries and the requests by the one or more subscribing consumers;
- (c) searching, by the host computer, the database comprising the one or more subscribing consumer profiles; said searching based on target consumer profiles;

- (d) identifying, by the host computer, subscribing consumer profiles satisfying said searching based on target consumer profiles;
- (e) establishing, by the host computer, from the identified subscribing consumer profiles, targeted consumers to receive promotional materials defined by the one or more promoters;
- (f) printing, by one or more printers attached to the host computer, promotional materials for the targeted consumers and one or more of the promotional materials both defined by the promoters and selected by the one or more subscribing consumers; and
- (g) delivering by at least one of: first class mail, parcel post, and a delivery service, to each subscribing consumer, the printed promotional materials selected by each respective subscribing consumer and the promotional materials established for each as a targeted consumer.

**Claim 21 (new):** The method of promotional data delivery of claim 20 wherein the promotional materials comprise a coupon and the step of interfacing between the host computer and one or more promoters further comprises the step of defining one or more products associated with the coupon for a consumer interface wherein the defining includes representing textually or graphically each of the one or more products including a product brand name.

**Claim 22 (new):** The method of promotional data delivery of claim 20 wherein the step of interfacing between the host computer and one or more promoters further comprises the step of defining content of the promotional material; wherein the one or more promoters are one or more manufacturers and wherein the promotional material is a manufacturer coupon having content comprising: at least one product associated with the manufacturer coupon; a coupon bar code; an extended bar code; a UCC code assigned to an interfacing manufacturer; a coupon family code; a value

of the coupon; and at least one of: a serial number consumer identification code and a bar code representation of a serial number consumer identification code; and

wherein the method further comprises the steps of:

assessing individual purchasing habits by an issuing manufacturer via the serial number consumer identification code;

determining, by the issuing manufacturer, a redemption rate of the coupon via the serial number consumer identification code; and

determining by the issuing manufacturer, an effectiveness of the target profile via the serial number consumer identification code.

**Claim 23 (new):** The method of promotional data delivery of claim 20 wherein one or more promoters are one or more manufacturers and the promotional materials are coupons and wherein the step of interfacing between the host computer and one or more manufacturers further comprises the step of defining, by at least one manufacturer, the coupon as either a manufacturer coupon or a military coupon, and wherein the printing step further includes printing a designation on a coupon as either a manufacturer coupon or a military coupon.

**Claim 24 (new):** The method of promotional data delivery of claim 20 wherein the step of interfacing between the host computer and one or more promoters further comprises the step of defining a target consumer profile comprising US Zip code regions comprising at least a first portion of a US Zip code.

**Claim 25 (new):** The method of promotional data delivery of claim 20 wherein the step of interfacing between the host computer and one or more promoters further comprises the step of defining: a minimum age of the targeted consumer; a maximum age of the targeted consumer; a maximum number of recipients to be targeted; at least one duplication criterion to prevent consumers from receiving redundant promotional materials within a

set period of time; and at least one priority setting criterion for prioritizing the rank or relationship of the criterion.

**Claim 26 (new):** The method of promotional data delivery of claim 20 further comprising the step of combining, prior to the step of printing, the consumer requested promotional material and promoter defined promotional material.

**Claim 27 (new):** The method of promotional data delivery of claim 20 wherein the step of interfacing between the host computer and one or more promoters further comprises the step of defining: a coupon offer code; a description of the products required to be purchased; a value of the coupon; and an expiration date.

**Claim 28 (new):** The method of promotional data delivery of claim 20 wherein the step of searching, by the host computer, the database comprising the one or more subscribing consumer profiles further comprises the step of querying by the promoter to interrogate a relational database comprising information including personal, demographical information provided by the participating consumers and information of the participating consumers provided by third parties.

**Claim 29 (new):** The method of promotional data delivery of claim 20, further comprising the steps of:

identifying subscribing consumer profiles;  
establishing from the identified subscribing consumer profiles, targeted consumers to receive promotional materials defined by the one or more promoters without the targeted consumer directly requesting the promotional materials; and  
wherein the step of delivering comprises a definable delivery interval.

**Claim 30 (new):** The method of promotional data delivery of claim 20, wherein the step of interfacing between the host computer and one or more promoters further comprises the step of defining one or more targeted consumer profiles comprising gender and age criteria.

**Claim 31 (new):** The method of promotional data delivery of claim 20, wherein the promotional materials comprise a coupon comprising: a coupon bar code; a value of the coupon; expiration date; and at least one of a serial number consumer identification code and a bar code representation of a serial number consumer identification code and wherein the method further comprises the steps of: assessing individual purchasing habits by the promoter via the serial number identification code; determining, by the promoter, a redemption rate of the coupon via the serial number consumer identification code; and determining by the promoter, an effectiveness of the target profile via the serial number consumer identification code.

**Claim 32 (new):** A method of promotional data delivery as claimed in claim 20, the method further comprising the step of tracking, by the promoters, scanned coupon redemptions.

**Claim 33 (new):** The method of promotional data delivery of claim 20 further comprising the steps of:

identifying subscribing consumer profiles;  
establishing from the identified subscribing consumer profiles, targeted consumers to receive promotional materials defined by the one or more promoters without the targeted consumer directly requesting the promotional materials;  
tracking, by the promoters, scanned coupon redemptions and  
wherein the step of delivering comprises a definable delivery interval; and  
wherein the step of searching, by the host computer, the database comprising the one or more subscribing consumer profile further comprises the step of querying by the

promoter to interrogate a relational database comprising all of the personal demographic and other information provided by the participating consumers and information of the participating consumers provided by third parties; and wherein the one or more targeted consumer profiles further comprise gender and age criteria; and wherein the promotional materials comprise a coupon comprising: a coupon bar code; a value of the coupon; expiration date; and at least one of a serial number consumer identification code and a bar code representation of a serial number consumer identification code and wherein the method further comprises the steps of: assessing individual purchasing habits by the promoter via the serial number consumer identification code; determining, by the promoter, a redemption rate of the coupon via the serial number consumer identification code; and determining by the promoter, an effectiveness of the target profile via the serial number consumer identification code.

**Claim 34 (new):** A promotional data delivery system comprising:

- (a) a first interfacing means for providing interaction between a host computer and one or more promoters, the first interfacing means comprising:
  - (1) defining means for the one or more promoters to fashion one or more promotional materials;
  - (2) inputting means for the one or more promoters to enter one or more target consumer profiles corresponding to the one or more promotional materials; and
  - (3) database means for accessibly storing a target consumer profile for each of the one or more target consumer profiles entered by the one or more promoters in a manner relatable with one or more consumer profiles; and
- (b) a second interfacing means for providing interaction between the host computer and one or more subscribing consumers subscribing to said system, the second interfacing means comprising:

- (1) profiling means for each subscribing consumer to establish a consumer profile by responding to one or more profiling queries provided by the host computer; said queries comprised of consumer data determining queries and consumer identity determining queries;
- (2) selecting means for the consumer to request one or more of the promotional materials defined by the one or more promoters; and
- (3) database means for accessibly storing a consumer profile for each of the one or more subscribing consumers in a manner relatable with the target consumer profiles; and

(c) a host computer adapted to: (1) search based on target consumer profiles, the database means for accessibly storing a consumer profile for each of the one or more subscribing consumers; said searching based on target consumer profiles; (2) identify one or more subscribing consumer profiles returned in a search based on target consumer profiles; and (3) establish, from the one or more identified subscribing consumer profiles, target consumers to receive promotional materials fashioned by the one or more promoters via the defining means;

(d) one or more printers, attached to the host computer, adapted to print promotional materials including the promotional materials for the targeted consumers and one or more of the promotional materials both defined by the promoters and selected by the one or more subscribing consumers; and

(e) delivery means for transmitting the printed promotional materials via at least one of: first class mail, parcel post, and a delivery service, to each subscribing consumer.

**Claim 35 (new):** The promotional data delivery system of claim 34 wherein the first interfacing means further comprises means for defining one or more products associated with the coupon for a consumer interface wherein the means for defining includes means for representing textually or graphically each of the one or more products including a product brand name.

**Claim 36 (new):** The promotional data delivery system of claim 34 wherein the first interfacing means further comprises means for defining content of the promotional material, wherein the one or more promoters are one or more manufacturers and wherein the promotional material is a manufacturer coupon having content comprising: at least one product associated with the coupon; a coupon bar code; an extended bar code; the promoter's assigned UCC code; a coupon family code; a value of the coupon; and at least one of: a serial number consumer identification code and a bar code representation of a serial number consumer identification code; and

wherein the system further comprises:

means for assessing individual purchasing habits by an issuing manufacturer via the serial number consumer identification code;

means for determining, by the issuing manufacturer, a redemption rate of the coupon via the serial number consumer identification code; and

means for determining by the issuing manufacturer, an effectiveness of the target profile via the serial number consumer identification code..

**Claim 37 (new):** The promotional data delivery system of claim 34 wherein one or more promoters are one or more manufacturers and the promotional materials are coupons and wherein the first interfacing means further comprises a means for indicating on each coupon that the coupon is either a manufacturer coupon or a military coupon.

**Claim 38 (new):** The promotional data delivery system of claim 34 wherein the first interfacing means further comprises a means for defining a target consumer profile comprising US Zip code regions comprising at least a first portion of a US Zip code.

**Claim 39 (new):** The promotional data delivery system of claim 34 wherein the first interfacing means further comprises a means for defining: a minimum age of the targeted consumer; a maximum age of the targeted consumer; a maximum number of recipients to

be targeted; at least one duplication criterion to prevent consumers from receiving redundant promotional materials within a set period of time; and at least one priority setting criterion for prioritizing the rank or relationship of the criterion.

**Claim 40 (new):** The promotional data delivery system of claim 34 further comprises a means for combining consumer requested promotional material and promoter defined promotional material.

**Claim 41 (new):** The promotional data delivery system of claim 34 wherein the first interfacing means further comprises a means for defining: a coupon offer code; a description of the products required to be purchased; a value of the coupon; and an expiration date.

**Claim 42 (new):** The promotional data delivery system of claim 34 wherein the host computer further comprises a means for querying by the promoter a relational database comprising information including personal, demographical information provided by the participating consumers and information of the participating consumers provided by third parties.

**Claim 43 (new):** The promotional data delivery system of claim 34, further comprising:  
means for identifying subscribing consumer profiles;  
means for establishing from the identified subscribing consumer profiles, targeted consumers to receive promotional materials defined by the one or more promoters without the targeted consumer directly requesting the promotional materials; and wherein the delivery means comprises a delivery schedule having a definable delivery interval.

**Claim 44 (new):** The promotional data delivery system of claim 34, wherein the first interfacing means further comprises a means for defining the one or more target consumer profiles comprising gender and age criteria.

**Claim 45 (new):** The promotional data delivery system of claim 34 wherein the promotional materials comprise a coupon comprising: a coupon bar code; a value of the coupon; expiration date; and at least one of a serial number consumer identification code and a bar code representation of a serial number consumer identification code and wherein method further comprises the steps of: assessing individual purchasing habits by the promoter via the serial number consumer identification code; determining, by the promoter, a redemption rate of the coupon via the serial number consumer identification code; and determining by the promoter, an effectiveness of the target profile via the serial number consumer identification code.

**Claim 46 (new):** The promotional data delivery system of claim 34, the system further comprising means for tracking, by the promoters, scanned coupon redemptions.

**Claim 47 (new):** The promotional data delivery system of claim 34, further comprising:  
means for identifying subscribing consumer profiles;  
means for establishing from the identified subscribing consumer profiles, targeted consumers to receive promotional materials defined by the one or more promoters without the targeted consumer directly requesting the promotional materials;  
means for tracking, by the promoters, scanned coupon redemptions; and  
wherein the delivery means comprises a delivery schedule having a definable delivery interval; and  
wherein the host computer further comprises a means for querying by the promoter to interrogate a relational database comprising all of the personal demographic and other

information provided by the participating consumers and information of the participating consumers provided by third parties; and

wherein the one or more target consumer profiles further comprise gender and age criteria; and

wherein the promotional materials comprise a coupon comprising: a coupon bar code; a value of the coupon; expiration date; and at least one of a serial number consumer identification code and a bar code representation of a serial number consumer identification code and wherein method further comprises the steps of: assessing individual purchasing habits by the promoter via the serial number consumer identification code; determining, by the promoter, a redemption rate of the coupon via the serial number consumer identification code; and determining by the promoter, an effectiveness of the target profile via the serial number consumer identification code.